



Matalinong Panonood

PARA SA PAMILYA NINA JUAN AT JUANA



FY 2013 - March 2014 ACCOMPLISHMENT REPORT

A Report to the President of the Republic of the Philippines
by the Movie and Television Review and Classification Board



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Mandate, Vision, and Mission



Mandate

- Regulate and classify motion pictures, television programs, and publicity materials
- Promote an environment leading to authentic and responsible self-regulation in the film and television industry
- Initiate plans and cooperate with the movie and television industries as sources of fueling the national economy
- Promote and protect the family, the youth, the disabled, and other vulnerable sectors of society in the context of media and entertainment
- Empower the Filipino family, particularly parents and at the grassroots level, such that family members are able to evaluate and intelligently choose media and entertainment content
- Promote a value-based media and entertainment culture

Vision

- A globally-competitive movie and television industries
- Age-appropriate media as an indispensable tool for moral recovery and nation building

Mission

For the public

- Encourage value-based media and entertainment culture

For the film and television industries

- Be an enabling and effective partner of the industries toward authentic self-regulation

For the workplace

- Uplift the standard and spirit of service of its human resources

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Executive Summary



The Movie and Television Review and Classification Board is mandated to regulate and classify motion pictures, television programs, and publicity materials. It is also tasked to promote an environment leading to authentic and responsible self-regulation and initiate plans and cooperate with the movie and television industries as sources of fueling the national economy. Thus, it is clear that the Board is discharging both regulatory and developmental functions.

It is in recognition of this pivotal role that the Board has implemented various programs and activities in recent years.

The Board has started its advocacy campaign on “Matalinong Panonood” under the leadership of former Chairperson Mary Grace Poe-Llamanzares and has been continued and expanded by present



Chairperson Eugenio H. Villareal to its present form “Para sa Matalinong Panonood ng Pamilya nina Juan at Juana” as a result of the adoption of the revised classification ratings for films and television which seek to empower the Filipino family, particularly parents at the grassroots level, such that family members are able to evaluate and intelligently choose media and entertainment content.

The Board has also endeavoured to promote a globally-competitive movie and television industries and a value-based media and entertainment culture.



In 2013, the Board acquired its own state-of-the-art digital projector system as part of its modernization program to increase efficiency and better serve the stakeholders of the film and television industries. Another aspect of the modernization program is the improvement of the three (3) preview rooms, particularly their audio and visual equipment.

In terms of revenue collection, the Board exceeded its annual revenue targets. In CY 2012, the MTRCB's revenue collection reached P84,507,208.76. It again outdid itself in CY 2013 when its annual revenue collection reached P91,544,060.25. For CY 2014, the MTRCB expects to fare even better in the area of revenue collection in the light of the implementation of its revised schedule of fees and charges starting last 1 January 2014.

In its commitment to the development of both the movie and television industries, the Board has formed partnerships with other government agencies and other institutions. The Board has entered into a



Memorandum of Agreement with the Land Transportation, Franchising and Regulatory Board (LTFRB), Maritime Industry Authority (MARINA), Cultural Center of the Philippines (CCP), various television networks, the Kapisanan ng mga Brodkaster sa Pilipinas (KBP), Philippine Psychiatric Association (PPA) and

the Polytechnic University of the Philippines just to name a few. It is closely collaborating on common advocacies with other partner institutions such as the Gender Equality Committee (GEC) headed by the Presidential Communications Operations Office (PCOO), the National Youth Commission (NYC), People's Television (PTV-4), and other partner institutions.

In April 2014, the Board is slated to finalize initiatives with the Ateneo de Manila Human Rights Center (AHRC) so that the Agency will be afforded a rights-based approach in media-related issues involving women, children, PWDs, and other vulnerable sectors. The same holds true for the Directors' Guild of the Philippines, Inc. (DGPI) to the end that constant creative engagement is held between the Board and filmmakers, to further establish the Agency as an "independent film hub," consistent with its developmental mandate under Presidential Decree No. 1986.

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Developmental Activities, Programs, and Projects (Matalinong Panonood Campaign)



MTRCB Forum: Para sa Matalinong Panonood ng Pamilya nina Juan at Juana

MTRCB conducts Matalinong Panonood Forum and Media Literacy seminar to inform the public with its revised classification system for films and television programs, as well as to inform the public on the recent programs and activities of the Agency.

This is in line with the mandate and goal of the Agency to empower the public and to protect the welfare of the viewers, especially the children, women, PWDs, and elders, as regards the media and entertainment they see.

Matalinong Panonood Campaign has been to at least 22 different venues, institutions, and communities across the country. It has been hosted mostly by state universities and colleges.

Apart from these major fora, the Board also held mini-seminars and talks that was attended by different audiences - students, parents, and even religious members.

PROVINCE/ KEY CITY	DATE	INSTITUTION	DATE	INSTITUTION
Capiz	January 13-16, 2013	Colegio de la Purisima Filamer Christian University Capiz State University (Mambusao)	May 27, 2013	Samar Study Center
Dumaguete	January 16-18, 2013	Silliman University	July 20, 2013	Ateneo De Manila University
Bohol	February 20- 23, 2013	Bohol State University University of Bohol	August 15, 2013	Victory Church, Greenhills
Ilocos	March 6-8, 2013	Mariano Marcos State University University of Northern Philippines	September 28, 2013	St. Mary's College, Quezon City
Benguet	March 13-16, 2013	University of the Philippines Baguio University of the Cordilleras Benguet State University	October 5, 2013	Saranggani Study Center
Manila	October 6, 2013	Quiapo Music Ministry (Quiapo Church)		Maryhill School of Theology
				Daughters of St. Paul (Media Literacy Center)
				Sangandaan Study Center
				Kapuluan Study Center
				Philippine Normal University

Table 1: 2013 Matalinong Panonood Forum list of Institutions and Venues

For 2014, MTRCB continues with its endeavor to inform the public with its revised classification systems and its programs and activities. MTRCB started to organize the same fora to cater, this time, to Elementary and High School students for them to better understand the content and underlying classification in films and television programs that they watch, like the Matalinong Panonood Forum at the Ateneo de Manila Grade School, San Sebastian College, and Colegio de San Juan de Letran-Abucay.

From January to March 2014, MTRCB has conducted 11 major Matalinong Panonood Fora, attended by participants from different sectors like, youth, political leaders, and marginalized sectors.

And in a breakthrough with sorts, an MCLE-compliant lecture on Media and the Legal Profession was delivered by Chairperson Villareal under the Matalinong Panonood banner, on 26 March 2014 in an offering in Zamboanga City by the UP Law Center and the local IBP (Integrated Bar of the Philippines) Chapter.

DATE	INSTITUTION
January 25, 2014	Kalayaan College (Quezon City)
January 29, 2014	Colegio de San Juan de Letran (Abucay, Bataan)
February 1, 2014	Dualtech Training Center
February 11, 2014	San Sebastian College
February 24, 2014	Ateneo De Manila Grade School
February 25, 2014	Sangguniang Bayan (Region IV Councilors)
February 26, 2014	Woodridge College (Molino, Cavite)
March 13, 2014	Lyceum of the Philippines University (Batangas City)
March 13, 2014	University of the Cordilleras
March 14, 2014	University of Batangas
March 14, 2014	St. Scholastica's College
March 15, 2014	Polytechnic University of the Philippines
March 26, 2014	Zamboanga City c/o UP Law Center and local Integrated Bar of the Philippines

Table 2: 2014 Matalinong Panonood Forum list of Institutions and Venues
(From January to March)

2013 MTRCB Forum: Para sa Matalinong Panonood
ng Pamilya nina Juan at Juana (An Overview)



A Look at the 2014 Matalinong Panonood Forum



Kalayaan College
Quezon City



Colegio De San Juan
De Letran
Abucay, Bataan



Dualtech Training
Center
Binondo, Manila



San Sebastian
College
Manila



Ateneo de Manila
Grade School
Quezon City



Woodridge College
Cavite



A Look at the 2014 Matalinong Panonood Forum



Matalinong Panonood Forum in Batangas
(Lyceum of the Philippines-Batangas and University of Batangas)

MTRCB Family and Child Summit



The Movie and Television Review and Classification Board successfully held its Family and Child on 27 July 2013 at Balay Kalinaw, University of the Philippines Diliman, Quezon City.

The summit, attended by almost 200 participating families, children and youth, and interested individuals coming from different organizations and sectors, aimed to explore, discuss and adopt an industry-wide consensus in “best practices” to strengthen the Filipino family by creating and providing television programs that espouse traditional Filipino values.

Child star Ryzza Mae Dizon and Board Member Gladys Reyes officially opened the program of the summit. The resource persons who generously shared their knowledge and expertise on issues of child protection and development and welfare of the youth were **Dr. Ma. Lourdes, “Honey” A. Carandang**, MLAC Psychological Services for Well-Being and **Ms. Emily Abrera**, Chairperson of the Board of the Cultural Center of the Philippines (CCP). There were also celebrity couples, like **Oyo Boy Sotto** and **Kristine Hermosa**, **Julius Babao** and **Tin-tin Bersola** and **Lander Vera Perez** and **Regine Tolentino**, who were part of the panel discussion on the impact of MTRCB rating scheme on Filipino families today.

One of the major highlights of the summit was the Break-out Groups. Portion under which participants joined a discussion groups led by speakers-facilitator. The speakers-facilitator in Break-out Groups were distinguished and respected names family and children (media) advocacy such as spouses **Mr. Tibbs and Vangie Evalle** of Educhild Foundation, **Mr. Mag Cruz Hatol** of National Council for Children’s Television (NCCT), and MTRCB’s own resident child (legal) advocate **Atty. Eric Henry Joseph Mallonga**. The speakers-facilitator were able to enlighten and educate the participating families and guests by sharing their expertise and insights on the role of family in value formation and responsible television and film viewing.

MTRCB Family and Child Summit

The activity was culminated by the signing of a Memorandum of Understanding (MOU) with the MTRCB by National Council for Children's Television, Council for the Welfare of Children, Kapisanan ng mga Broadcaster sa Pilipinas, AnakTV Foundation, television networks, and other stakeholders. The MOU called for the active role of media and entertainment in helping shape the hearts and minds of every Filipino child and family.

The 2nd Family and Child Summit is tentatively set on July 2014. This will be participated by cable industry players.

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MEMORANDUM OF UNDERSTANDING KNOW ALL MEN BY THESE PRESENTS: This Memorandum of Understanding is made and entered into this 27th day of July 2013 in Quezon City, by and between: MOVIE AND TELEVISION REVIEW AND CLASSIFICATION BOARD, an agency of the government duly created pursuant to Presidential Decree No. 1980 with principal office address at MTRCB Building, No. 18 Tiang Avenue, 1108 Quezon City, represented hereunder by its Chairperson, EUGENIO H. VILLAREAL, and hereinafter referred to as "MTRCB", -and- DEPARTMENT OF EDUCATION, an agency of the government duly created with a principal business address at DepEd Complex, Meralco Avenue, Pasig City 1600, represented hereunder by its Secretary, BE. ARMIN A. LUISTRO, FSC, and hereinafter referred to as "DEPED", -and- COUNCIL FOR THE WELFARE OF CHILDREN an agency of the government duly created pursuant to Presidential Decree 603 with principal address at Number 10 Apo Street, 8ta. Mesa Heights, Quezon City 1114, represented hereunder by its Executive Director, BRENDA S. VIGO, and hereinafter referred to as "CWC", -and- NATIONAL COUNCIL FOR CHILDREN'S TELEVISION, an agency of the government duly created pursuant to Republic Act No. 6370 with principal office at Room 402, 4th floor Bonifacio Building, DepEd Complex, Meralco Avenue, Ortigas, Pasig City, represented hereunder by its Chairperson, MAG CRUZ BATOL, and hereinafter referred to as "NCCT", -and- KAPISANAN NG MGA BROADCASTER NG PILIPINAS (KBP), a non-stock, non-profit organization with principal office address at 6th Floor LTA Building, 118 Forest Street, Legaspi Village, Makati City, represented hereunder by its President, MR. RUPERTO S. NICDAO, JR., hereinafter referred to as "KBP", -and- ABS-CBN CORPORATION (ABS-CBN), a domestic corporation duly organized and existing under and by virtue of the laws of the Philippines with principal office address at Sgt. Eguerra corner	WHEREAS, the MTRCB, in collaboration with its partners and stakeholders, aims to provide a venue for closer collaboration between the agencies, institutions and stakeholders that play an active role in helping shape the hearts and minds of Filipino child and family through the medium of film television. WHEREAS, the MTRCB has called for a "Family and Child Summit" to explore, discuss, and adopt an industry-wide consensus on "best practices" to strengthen the Filipino family by creating and providing television programs that espouse traditional Filipino values such as respect for life, elders and persons with disabilities, diligence and perseverance, modesty and simplicity, close family ties, faithfulness and resolution of conflict through peaceful means. NOW, THEREFORE, for and in consideration of the foregoing premises, the Parties hereby agree and undertake the following: - adopt a system of self-regulation on matters pertaining to the State's primordial policy of recognizing the Filipino family as the foundation of the nation, actively promoting its total development and strengthening its solidarity; - ensure that the portrayal of family relations in media and entertainment promotes caring or and rearing children for civic consciousness and efficiency and development of their moral, mental and physical character and well-being; - create and produce television materials and publicity materials which instill in children respect and reverence towards parents and elderly and promote obedience at all times; - support efforts, initiatives and activities on public information and education campaign aimed at eliminating abuse, violence, exploitation and discrimination; - uphold the rights of children against discrimination, exclusion, distinction or preference which is based on any ground such as age, ethnicity, sex, sexual orientation and gender identity, language, religion, political or other opinion, national or social origin, property, birth, being infected or affected by Human Immunodeficiency Virus and Acquired Immune Deficiency Syndrome (AIDS), being pregnant, being a child in conflict with the law, being a child with disability or other status or condition, and which has the purpose or effect of nullifying or impairing the recognition, enjoyment or exercise by all persons, on an equal footing, of all rights and freedoms; - undertake measures and implement policies to uplift the language in television shows by encouraging media practitioners to avoid the use of language that is vulgar, indecent, promotes substance abuse, gender discrimination, racism, violence or sexual perversion or demeans a member of any sector of society; - undertake an industry-wide periodic monitoring, evaluation and assessment of measures and implementation status of policies, programs and services aimed at providing special protection to family and children in media.
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MTRCB Family and Child Summit (The Highlights)



MTRCB Family and Child Summit (The Break-Out Groups)



"Tatay, Nanay watch na me... Wer na u?"



Mr. Tibbs & Mrs. Vangie Evalle
Speaker-Facilitator



"Bakit Kailangang Mag-TV Patrol ng 24 Oras?"



Mr. Mag Cruz Hatol
Speaker-Facilitator



"Kung May Isyu, Ipaglaban Mo..."



Atty. Eric Henry Joseph Mallonga
Speaker-Facilitator

Gender Sensitivity and Media Decorum Seminars

The MTRCB organized Gender Sensitivity and Decorum seminars for three (3) major television networks in the country. This type of seminar aimed to resolve and to deal with gender issues and concerns brought to the Board by concerned citizens and deputies regarding some of the networks' programs or shows.

On 10 March 2013, a Gender Sensivity Seminar was conducted with the hosts, staff and crew of Party Pilipinas, now a defunct noontime show in GMA Network. The speakers were Chairman Eugenio Villareal, Board Member Robert Andrews, Ms. Gichelle Cruz from Philippine Commission on Women and Sr. Consolata Manding from the Daughters of St. Paul.

On 22 March 2013, MTRCB conducted the same seminar with the hosts, staff and crew of ABS-CBN's ASAP 2013. The speakers are Chairman Villareal, Board Member Jackie Aquino-Gavino and Ms. Anette Baleda from the Philippine Commission on Women.

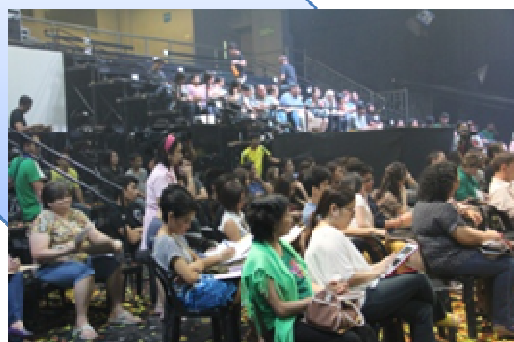
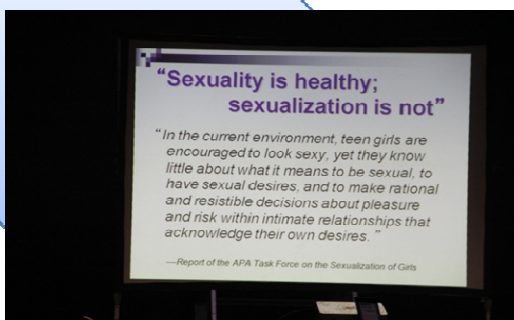
On 03 April 2013, the hosts, staff and crew of TV-5's Wowowillie attended the seminar which was led by Chairman Villareal and Sr. Consolata Manding.



These seminars led to various resolutions on self-regulation on the part of the shows and networks concerned. As an example, ABS-CBN organized a follow-up seminar conducted by Chairperson Villareal and Board Member

Mario Hernando to the various Business Unit Heads (BUH), writers, directors, and producers of ABS-CBN Entertainment.

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Gender Sensitivity and Media Decorum Seminars
with the staff, crew, and artist of three major television networks

Implementation of the Local Regulatory Council Volunteer Program

On 08 May 2013, the Board appointed twenty three (23) Local Regulatory Council (LRC) volunteers from the media congregation of Daughters of St. Paul (coming from various provinces across the country) to assist the MTRCB in the implementation of PD 1986 and its Implementing Rules and Regulations, pursuant to Sec. 3 (h), PD 1986 and Sec. 2, Chapter XII, IRR of PD 1986. They are just some of many LRCs from various sectors.

The LRCs are now actively involved in performing monitoring duties at the local level by monitoring compliance of theaters, cable operators, and common carriers with Presidential Decree No. 86 and its implementing rules, regulations, guidelines, circulars and other issuances as well as doing information campaigns in regard to the Matalinong Panonood campaign.

As of March 2014, MTRCB has 204 LRC Volunteers from different areas of the country. They have been actively participating, mostly as organizers, in the Matalinong Panonood campaign of MTRCB.



During the Orientation Seminar of LRC Volunteer Members held at the MTRCB Office on 06 September 2013.

LRC members come from different sectors and professions, like the former MTRCB Board Member and professor Rustica Carpio and PCSO Director Pancho Joaquin.



Information Drive and Enforcement Operations on PUVs and Ferries



Enforcement operation inside the bus at the Mambusao Bus Terminal (Capiz): Chairman Eugenio Villareal and Board Member Robert Andrews checked the DVD material being played inside the bus

The MTRCB Board, together with the Monitoring and Inspection Agents, conducts regular monitoring and inspection on buses and ferries (the “New Theaters”) to ensure compliance with the Memorandum Circular No. 09-2011, which provides that PUVs can only exhibit movies with classification (theatrical) ratings of either General Patronage (G) or Parental Guidance (PG).

Aside from inspecting those modes of transportations and the materials being played on board, the team also post PAUNAWA stickers and tarpaulins in PUVs and terminals.

On 24 March 2013, MTRCB conducted an inspection and information drive, led by Chairman Eugenio Villareal, at the Araneta Grand Bus Terminal and Baliwag Transit Terminal.



Board Member Joey Romero posted Paunawa sticker inside the Ceres bus at the Dumaguete City Bus Terminal.

The same campaign is set to continue this 2014, since large volumes of passengers are expected to arrive, especially at the onset of Holy Week.



Information Drive and Enforcement Operation at Port Batangas City: Board Members Jay Revestir, Carmen Musngi, Liezl Martinez and Mario Hernando led the posting of Paunawa tarpaulin.



Theater Tour and Monitoring

The MTRCB sees to it that theater operators comply with the policies, rules and regulations under Presidential Decree 1987. On 22 April 2013, Chairman Eugenio Villareal with board members Mario A. Hernandez, Marta Ines Dayrit, and Atty. Gabriela Concepcion visited SM Mall of Asia Cinema, Newport Cinema at Resorts World, Rockwell Cinema, and Greenbelt Cinema and checked lobby displays and stand-ees carrying official MTRCB ratings. The Board also conducted mini-seminars with cinema porters and staff on matters that included the use of authentic deputy ID cards presented to theaters.



SM Mall of Asia



Newport Cinema (Resorts World Manila)



Rockwell Cinema



Greenbelt Cinema

Theater Tour and Monitoring

Monitoring and Inspection on “Stand Alone Theaters”. On 10 March 2014, MTRCB conducted The Movie and Television Review and Classification Board (MTRCB) recently conducted an inspection on so-called “stand alone” theaters in the University Belt/Sta. Cruz area. The theatres inspected were Roben Theater, Vista Cinema, Dilson Theater, Amigo Theater, and Isetann Cineworld.

Heading the team composed of Chief Registration Officer Atty. Ann Nemenzo and the Monitoring and Inspection Unit Agents were MTRCB Chairman Eugenio “Toto” Villareal and Board Member Robert Andrews.



The team found Roben Theater displaying a poster previously rated as “X” and an unapproved billboard. Two other theaters were also found not complying with the standee requirement under Memorandum Circular No. 10-2012. The requirement is meant to inform moviegoers, especially students in the area, that the movie may contain scenes, theme, language, and certain aspects of sex, violence, drugs and horror not fit for those under the age classification.

Chairperson Villareal stressed the importance of compliance with MTRCB rules and regulations. He emphasized the age-suitability of the materials publicly exhibited and the primordial consideration that the youth are to be protected from unnecessary nuisance. He further explained that since these theaters are located within the U-belt area, thus easily accessible to students, extra caution must be exercised by these theaters’ managers.



Launching and Implementation of the MTRCB Film Ratings Infomercial

On 10 June 2013, MTRCB launched its MTRCB Film Ratings infomercial at Cinema 3 of Greenbelt 3 Mall. Like the TV ratings infomercial featuring the family of Carmina Villarroel and Zoren Legaspi, the new film ratings infomercial educates the public on the understanding and appreciation of the different film ratings made by the Board, especially the new Restricted-16 (R-16).



A Memorandum of Agreement (MOA) was also signed by and among the MTRCB and officers/representatives from different cinemas and organization, such as Ayala Malls Cinema, Cinema 2000, Lucky China Town Cinema, Greenhills Theater Mall, Newport Cinema, Robinsons Movieworld,

Power Plant Cinema, Sta. Lucia East Cinema, Gateway Cineplex, SM Cinemas and National Cinema Association of the Philippines (NCAP), to firm up support for the public exhibition of the infomercial, particularly during trailer gaps, in every cinema.



Scenes from the Film Ratings Infomercial



Engagement with the Movie and Television Industries

Studio and Corporate Tour. In coordination with TV network and film outfit representatives, the Board visited three major networks: ABS-CBN (4 February, 2013), TV 5 (12 February 2013), and GMA (20 February 2013).

This initiative was meant to foster mutual understanding and cooperation among industry stakeholders and strengthen partnerships with them through tours and dialogue. The MTRCB is determined to increase communication lines with the stakeholders in co-regulating and developing television and film industries.

Television network officers guided the Board around the studio and explained every process from pre-production, production up to post-production. During this tour, other concerns were raised by the television executives and officers through a mini-talk led by the Chairman.

Furthermore, MTRCB also visited Viva Communications, Inc. on 16 May 2013 and Eagle Broadcasting Corporation (EBC) on 14 June 2013.



Engagement with the Movie and Television Industries

Basic Seminar for Network and Film Representatives. The Matalinong Panonood Campaign does not only focus on educating and empowering the Filipino viewers. It is also the MTRCB's objective to educate and engage its stakeholders especially on rules and regulations implemented by the Agency. Thus, a Basic Seminar on MTRCB-Enforced Laws and Regulations was put into place. This free seminar was attended by liaison officers or representatives designated by various television networks and film outfits. The seminar was personally conducted by Chairman Eugenio Villareal, himself a professor of Law at the Ateneo de Manila Law School and a resident lecturer of the Joaquin Bernas, SJ Center for Continuing Legal Education and Research, and took place every first Thursday of the month starting June of this year.

This “four-sessions” seminar was marked by special topics such as *Law and the Human Person*, *Constitutional Principles Relevant to Media and Entertainment*, *Presidential Decree 1986*, *Relevant Circulars and Rules of Procedure*, *Survey of Relevant Jurisprudence*, and “Best Practices” in Ratings Determination and other issues.

The first batch of participants had just completed the course on 05 September 2013 and received their respective Certificates of Completion.



Engagement with the Movie and Television Industries

Engagement with the Cable Industry Players. Although MTRCB has successfully achieved the full implementation of the revised classification system for terrestrial television, the Board is now engaging and closely working with the cable industry stakeholders, through meetings and dialogues, to better understand the varying mechanisms on how cable channels are being operated in the Philippines in order to render a more realistic and effective rating advisories to the viewing public.

On 19 February 2014, MTRCB invited cable industry associations, such as the Philippine Cable Television Association (PCTA) and the Federation of International Cable Television and Telecommunication Association of the Philippines (FICTAP), and the National Telecommunications Commission to a Cable TV Orientation and Dialogue attended by the whole MTRCB Board. Vital issues and concerns were discussed and raised by MTRCB, PCTA, and FICTAP.

Items Discussed by MTRCB

- Creation of the Cable Committee to study and formulate guidelines on cable industry. MTRCB Board Members that comprise the Cable Committee:
 - Atty. Noel Del Prado
 - Atty. Ricardo Salomon Jr.
 - Atty. Jose Antonio Veloso
 - Atty. Gabriela Roldan-Concepcion
 - Ma. Lourdes Espinosa-Supnet.
- Continued dialogue with cable industry players with an end goal of formulating and strengthening the industry's program rating advisory.
- Seminars for PCTA and FICTAP members through MTRCB's Matalinong Panonood campaign to empower both organizations insofar as the content regulation and classification are concerned.
- Dissemination of copies of MTRCB charter and IRR to all local and foreign program suppliers for them to know and comply with the government's program content standards.
- Possibility of adopting a similar mechanism of Kapisanan ng mga Brodkaster sa Pilipinas (KBP) regarding complaints in the spirit of self-regulation.

Engagement with the Movie and Television Industries

Engagement with the Cable Industry Players. Concerns Raised by the PCTA/FICTAP

- Escalating rate of regulatory fees
- Duplication of registration fees such as paying for several head ends when they have only one source of programming
- Restructuring the registration fees in accordance to the economic situation of each service area.
- Excess airing of advertisements over foreign programs.
- Difficulty for each cable operator to put the program classification because only advertisements and/or breaking news are allowed through crawlers.
- Organizing a meeting amongst Cable TV players – program suppliers, PCAT, FICTAP with an end in view of agreeing to be more selective in terms of the contents of programs being aired.

Further to this undertaking, the Cable Committee also organized a consultative meeting with the program suppliers on 13 March 2014, spearheaded by its member Ma. Lourdes Espinosa-Supnet. The meeting has come up with suggestions for the better implementation of the revised television classification system to all Cable or Pay TV channels.

- Program suppliers suggested that MTRCB coordinate with Malaysian and Singaporean government and study the guidelines being implemented as regards program classification before uploading materials to various countries (i.e. application of their respective content standards).
- MTRCB to assist the program suppliers in the organization of their sector to have better implementation of the Agency's guidelines.



On 7 March 2014, Chairman Villareal was invited as key note speaker during the 15th International Cable Television Congress and Exhibit organized by the Federation of International Cable Television and Telecommunication Association of the Philippines (FICTAP), wherein he called on all cable operators to activate their “community channels” for the Matalinong Panonood campaign.

Engagement with the Movie and Television Industries

Engagement with the Cable Industry Players. The Agency is set to further engagements and even collaborative activities with the cable industry players for the promotion of a value-based media, empowered citizenry, and a progressive television programming.

Cable TV Orientation and Dialogue 19 February 2014



15th International Cable Television Congress and Exhibit 07 March 2014



Engagement with the Movie and Television Industries

Engagement with the Directors' Guild of the Philippines (DGPI). MTRCB has participated in various activities, projects, and programs by different movie organizations and institutions to strengthen partnership with the key players in the movie industry, both mainstream and independent.

MTRCB took part in the biggest get-together yet of Filipino directors dubbed as the “Directors’ Night,” which was organized by the Directors’ Guild of the Philippines (DGPI). Part of the event was the induction of the new set of officers, starting with MTRCB’s very own Vice Chairperson Emmanuel “Maning” Borlaza as the new DGPI Chairman.

MTRCB as an Independent Film Hub. Inspired by its resolve to promote Philippine independent films through its Special Rates for Independent Films, and consistent with its developmental mandate under Presidential Decree No. 1986, MTRCB continues to create programs and to seek collaboration with Filipino filmmakers in working together for superior choice of films for the benefit of audience, filmmakers, and the film industry.

MTRCB envisions an “Independent Film Hub” as part of the Agency’s film and media literacy program. Under this initiative, film producers, directors, and writers will be able to interact with Board Members and the general audience, advancing both film appreciation and audience sensitivity.

- On December 2013, MTRCB organized a film appreciation which showcased the film *Sonata*, attended by the entire MTRCB Board with the renowned directors of *Sonata*: Peque Gallaga and Lore Reyes
- Integration of independent film and related topics into Matalinong Panonood forum. This started during the two (2) Matalinong Panonood Forum in Batangas where Board Member and Independent Director Milo Sogueco this topic entitled, “Bakit Uso and Indie Movies?”
- In line with the current 70% review discount (Special Rates) to qualified indie film, the Board is studying for a possible increase in the minimum budget requirement to equitably expand its application.

Engagement with the Movie and Television Industries

Participation to the Cine Haraya 2014 Awards Night. MTRCB shares the goals and objectives of award giving bodies and film organizations in honoring Filipino movies and in promoting the talents and creativity of Filipino filmmakers.

On 4 March 2014, MTRCB participated in the Cine Haraya 2014 Awards Night, with Chairperson Villareal delivering the keynote address.

Cine Haraya is a Short Movie Festival for Tondo youth organized by Dulaang Tobias Foundation, whose aim is to promote Filipino and Christian values, as these relate to the lives and orientation of Tondo youth. With this, the emergence of a new breed of movie makers from Tondo is assured. Significantly, Director Tony Y. Reyes and Chairman Villareal have agreed to hold a media literacy seminar for Tondo youth within 2014.



**Directors' Night
(Directors' Guild of the Philippines)**



Cine Haraya 2014 Awards Night

Inter-Agency Collaboration with Other Government Agencies



The MTRCB sits as a regular member of the Executive Committee of the Metro Manila Film Festival (MMFF) to fulfill part of its commitment in the development of the local film industry.



The MTRCB is a member of the Sub-Committee on Crimes Against Public Morals (SCCAPM) of the National Law Enforcement Coordinating Committee (NALECC), an inter-agency body aimed at preventing crimes committed against public morals. Among the members of this sub-committee are the Department of Labor and Employment, Department of Tourism, Food and Drugs Administration, National Bureau of Investigation, Bureau of Immigration, the Metro Manila Development Authority, Optical Media Board, Philippine Ports Authority, and the Department of Foreign Affairs.



The MTRCB is a regular member of the Gender Equality Committee (GEC) headed by the Presidential Communications Operations Office (PCOO). Some of the regular members of the GEC are the representatives of the Optical Media Board (OMB), Philippine Information Agency (PIA), National Commission for Culture and the Arts (NCCA), Film Development Council of the Philippines (FDCP), Film Academy of the Philippines (FAP), Philippine Commission on Women (PCW).



The MTRCB, Land Transportation Franchising and Regulatory Board (LTFRB) and the Maritime Industry Authority (MARINA), strengthened by its Memorandum of Understanding, continue the campaign among public transportation vehicles, ferry boats and other forms of mobile theater to ensure that only G and PG content programs and films are shown in these vehicles.



The MTRCB has also tapped the National Youth Commission (NYC) to enjoin young people to be volunteer members of the Local Regulatory Council (LRC).



The MTRCB and the Armed Forces of the Philippines and MTRCB are forging partnership in matters of peace and development programs and social communications.



People's Television (PTV-4) and MTRCB are now planning to produce an informative television program about MTRCB's programs and projects and other relevant topics.

Inter-Agency Collaboration with Other Government Agencies

International Women's Month: Partnership with the Philippine Commission on Women. In celebration of the 2014 International Women's Month, MTRCB has been an active contributor and participant to the activities and major events organized by the Philippine Commission on Women (PCW).

On 3 March 2014, Board Member Marra PL. Lanot became the resource speaker during the Learning Session on Gender Fair Media at the Mabini Social Hall, Malacanang, Manila.

BM Lanot lectured on different legal, social and media principles about women and media. The discussion also reflected the commitment of MTRCB in promoting a "gendered" media and public through gender sensitivity seminars, forums, and dialogues with the stakeholders. The event was an eye-opener for most participants, who were from different government offices and from the radio and television industries.

Together with other government officers and employees, MTRCB participated in the 2014 Women's Month Celebration at the Quirino Grandstand on 8 March 2014.



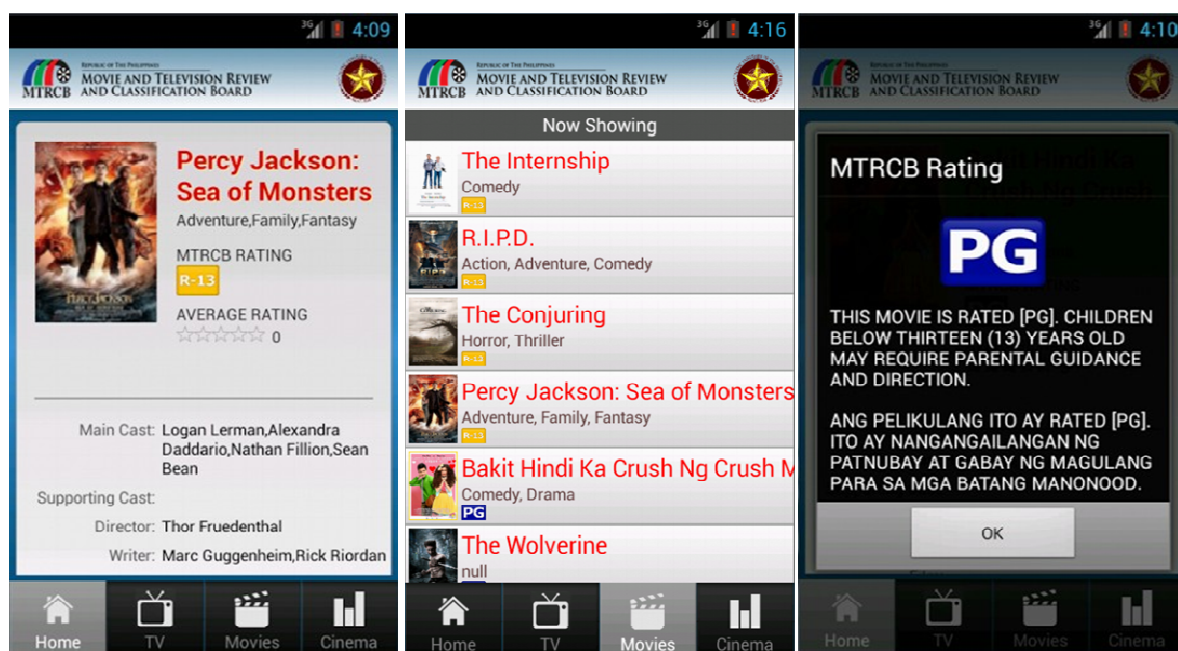
Inter-Agency Collaboration with Other Government Agencies

Partnership with Polytechnic University of the Philippines: The MTRCB Mobile Application. In line with the Information Technology Modernization On 31 July 2013, the MTRCB has signed a memorandum of agreement (MOA) with the Polytechnic University of the Philippines (PUP) on 31 July 2013.

- Development of a system solutions for a web-based MTRCB registration system capable of producing *ePermits*.
- Development of an MTRCB-PUP mobile application (which under went a trial run for several months).



PUP President Emmanuel Gonzales and MTRCB Chairman Eugenio Villareal with the MTRCB Board Members and PUP IT Students, Faculty, and Staff, during the MOA signing.



MTRCB Mobile Application Interface

Partnership with Other Institutions

The MTRCB has entered into agreements with different organizations to strengthen its commitment to the development of both the movie and television industries and to protect the welfare of the more vulnerable sectors in the audience.

Partnership with the Cultural Center of the Philippines-Cinemataya. On 18 July 2013, MTRCB and the Cultural Center of the Philippines (CCP) signed a Memorandum of Agreement (MOA) which states that, subject to strict observance of guidelines, the exhibition of any CCP-Cinemataya produced films or of any films sourced by CCP shall be exempt from review and classification by MTRCB. However, the CCP undertook to self-regulate by norms reflecting the MTRCB's own guidelines. However, in case of any film previously reviewed and classified by MTRCB, the latter's previously given rating shall automatically be adopted by the CCP.



Partnership with the Philippine Psychiatric Association (PPA). MTRCB and the Philippine Psychiatric Association (PPA) also entered into a MOA last 25 July 2013. Under this agreement, both parties agreed to reinforce and strengthen the review and monitoring system of content regulation in matters of mental health issues on television programs and on films.

Partnership with Other Institutions

To achieve this goal, PPA will assist MTRCB in providing adequate resource persons and other advocacy seminars and materials on the proper appreciation and understanding of mental health issues in movies and television; while the MTRCB will support PPA's strategic thrust of advancement in terms of mental health care and services, mental health advocacy and public information , and mental health research.

Resource persons provided by PPA contributed significantly in the recent Ryzza Mae Dizon and *Goin' Bulilit* cases.



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Human Resources and Employee Initiatives

The Board believes that a happy employee is an effective employee and has endeavored to create a culture of care and capability-enhancement for its staff. The following initiatives have been undertaken and are in the pipeline, as the case may be, to wit:

- Activation of the *labor-management committee* to establish a vehicle of communication between the Board and its employees, further to the prevailing Collective Negotiation Agreement (CNA). Representing the Board are board Atty.. Noel Del Prado designated as over-all “labor czar,” Francia C. Conrado, and Jay C. Revestir.
- Creation of an Ad Hoc “Benefits” Task Force, headed by the Executive Director with representatives from the MTRCB Employees’ Association, to recommend to the Board both financial and non-financial benefits and measures of employee well-being enhancement, taking into account all legal, fiscal and policy requirements.
- “Last Thursday Get-Together with the Chair.” This is an informal and more personal means of communication and fellowship between the Chairperson and the Agency’s employees.
- Strengthening of Cooperativism. In recent months, the Chairperson and board member Del Prado have engaged the employees in strengthening and professionalizing the employees’ consumer cooperative, without prejudice to its conversion to a multi-purpose one; as during the recent Family and Child Summit which was a vehicle for the said cooperative to offer its products (foremost of which are MTRCB souvenirs for guests, and visitors).



MTRCB Employees' Cooperative
(during the Family and Child Summit)

Human Resources and Employee Initiatives

- Integration of Short Developmental Talks during Flag Ceremonies - the regular flag-raising and flag-lowering ceremonies have been a venue for short talks given by board members and the staff (for the latter, a source of empowerment); with topics ranging from Stephen Covey's Time Management Techniques to "What to do In Case of Fire."
- Mini Developmental Seminars.. Lined up are short seminars (ideally for half a day) on matters like work ethic, increasing productivity, and personality development.
- Organization of an MTRCB Chorale. As a vehicle for talent as well as fellowship, and in order to have a permanent music company for the Agency's activities, MIU staff Joseph Azores and board secretary Gloria Delos Reyes, with LRC volunteer Sr. Mennen Alarcon, FSP as co-moderator with the Chairperson, have been assigned to organize a permanent MTRCB Choir.
- Energy Conservation Campaign with Slogan Contest. Under the guidance of board members Liezl S. Martinez and Jacqueline Suzanne A. Gavino., our employees participated recently in a slogan contest for the Agency's Energy Conservation Campaign. The campaign contributes to the Administration's drive for the responsible use of government facilities and for the preservation of the nation's natural resources.

MTRCB's Fire Prevention Month Activity. On 18 March 2014, a lecture and fire drill was conducted involving all MTRCB staff and officers. It is the Agency's initiative to provide training and knowledge as well as to prepare its staff in cases of emergencies particularly on fire incidents. Chairman Eugenio Villareal and some staff initiated the fire demonstration, which included the actual use of fire extinguisher.

MTRCB Sports Festival cum Teambuilding Activity. Bearing the theme "*Tsa, Dalawa, Takbo: Palaro nina Juan at Juana,*" the activity, which was held on 19 October 2013 at La Piazza Events Village by Albergus, was organized as part of MTRCB's Anniversary celebration underscored the importance of physical activity and camaraderie among MTRCB Board Members and Staff.

Human Resources and Employee Initiatives



Short Developmental Talks during Flag-Raising and Flag-Lowering Ceremonies



Team Enhancement Program for MTRCB Employees



Sports Festival cum Team Building Activity
(MTRCB Board Members, Officers, and Staff)

Modernization Project

Pribyuhan nina Juan at Juana. Aiming to better serve its stakeholders and increase efficiency in the review process, MTRCB acquired a state-of-the-art digital projector system.

Film outfits and distributors can now submit an encrypted file of the movie for the Board to review in line with the government's campaign against piracy.

Another aspect of the office modernization is the improvement of the three preview rooms, in particular their audio and visual equipment.

Each preview room is now sound-proof and equipped with sophisticated home theater system which includes a high-definition LED television, a video player, and a Dolby Surround speaker.

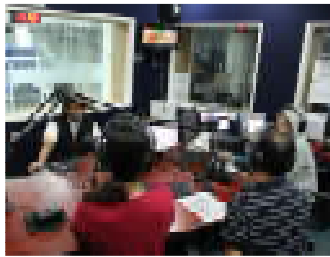
The inauguration of these state-of-the-art preview rooms and projector system was held last 29 October 2013, in celebration of the 28th anniversary of MTRCB. The event brought together distinguished names from the government agencies, and movie and television industries.



Information Dissemination and Public Relations

To promote and inform the public of its activities, projects, advocacies, and latest issuances and regulations, MTRCB relies on broadcast and print media tools to reach greater audience.

Radio and Television Guestings. Aside from television interviews and guestings, MTRCB is regularly featured every third week of the month in the Sunday radio show of *Simbahang Lingkod ng Bayan*, entitled *Citizenship by Good Example (CGE)*.



In each episode, Board Members and staff share valuable insights and relevant information about MTRCB, as well as other current social issues.

Chairperson Villareal is also a regular guest in Radyo Inquirer (DZIQ) of the Philippine Daily Inquirer).

MTRCB E-Newsletter. An official paper of the MTRCB which features activities, achievements, upcoming events, policies, and other information regarding the MTRCB and its stakeholders. These are distributed electronically and are posted in the MTRCB website.

This effort was commended by the Office of the Executive Secretary through written communication dated 9 May 2013, for the activities and programs initiated by MTRCB for the benefit of the people.



Regulatory Function

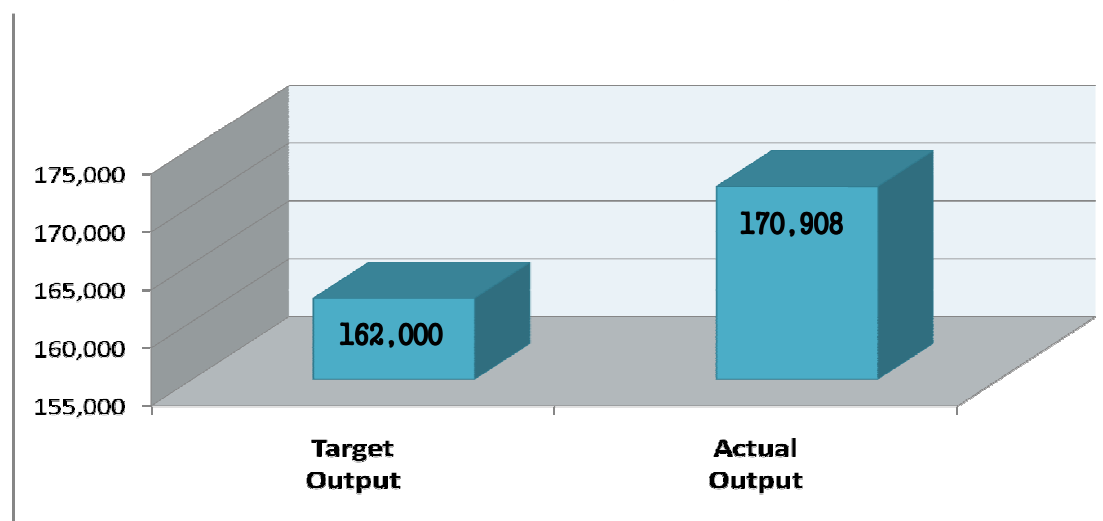


Accomplishment Output on the Registration of Entities under the Regulation and Supervision of MTRCB (FY 2013)

For FY 2013, the MTRCB has registered 2,195 entities. The registration includes cable television networks; producers; theaters; television stations; and laboratories/post production studios.

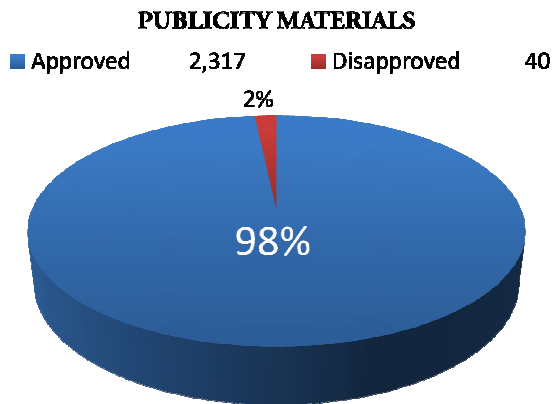
ENTITIES	2013	ENTITIES	2013
Blocktimer	107	Others	37
Cable Television	960	Production Outfit	117
Distributor	13	Television Station (Metro Manila)	20
Importer/Exporter	15	Television Station (Provincial)	172
Laboratory	3	Theater (Class A)	702
Optical Media	38	Theater (Class B)	11

Accomplishment Output on the Number of Reviewed Movie, Television and Related Publicity Materials and Number of Issued Import/Export Permits (FY 2013)



The actual number of reviewed materials exceeded the target output by almost 9,000. This constitutes a dramatic increase in the number of materials being submitted to the Board for review and higher income for the Agency, especially from television programs and plugs. 2015 and 2016 will see greater content volume for review with the expansion of Pay TV and the advent of Digital Terrestrial Television (DTT).

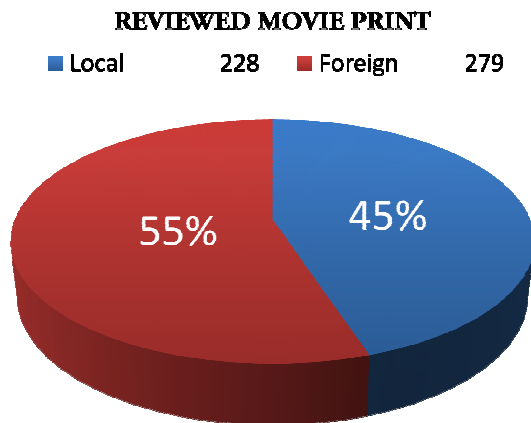
Detailed Breakdown of Materials Reviewed (January to December 2013)



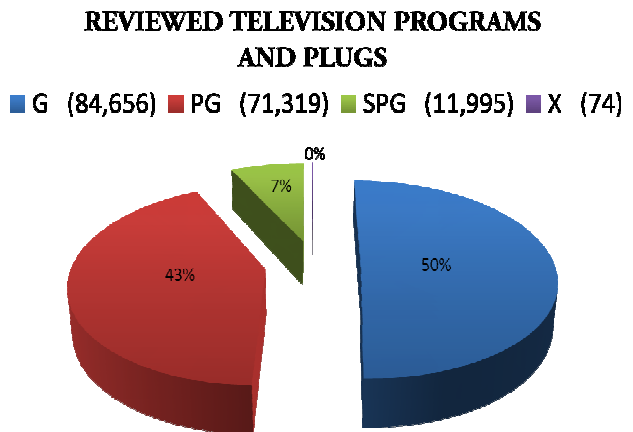
A1.

The following figures show the detailed breakdown of reviewed materials for 2013.

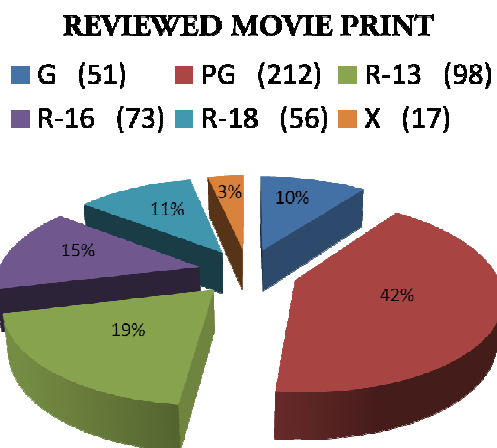
With regard to the local movies reviewed, majority of which were independent movie. (figure A4) Furthermore, majority were rated Parental Guidance (figure A5).



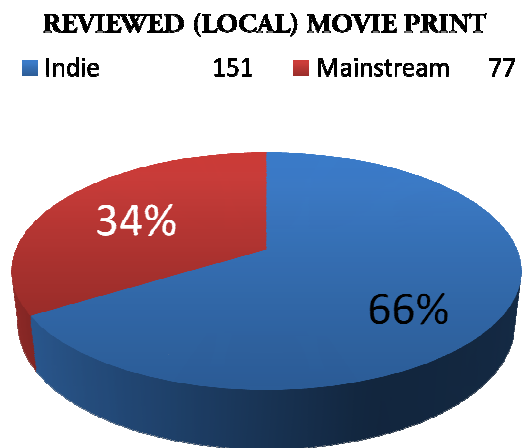
A3.



A2.



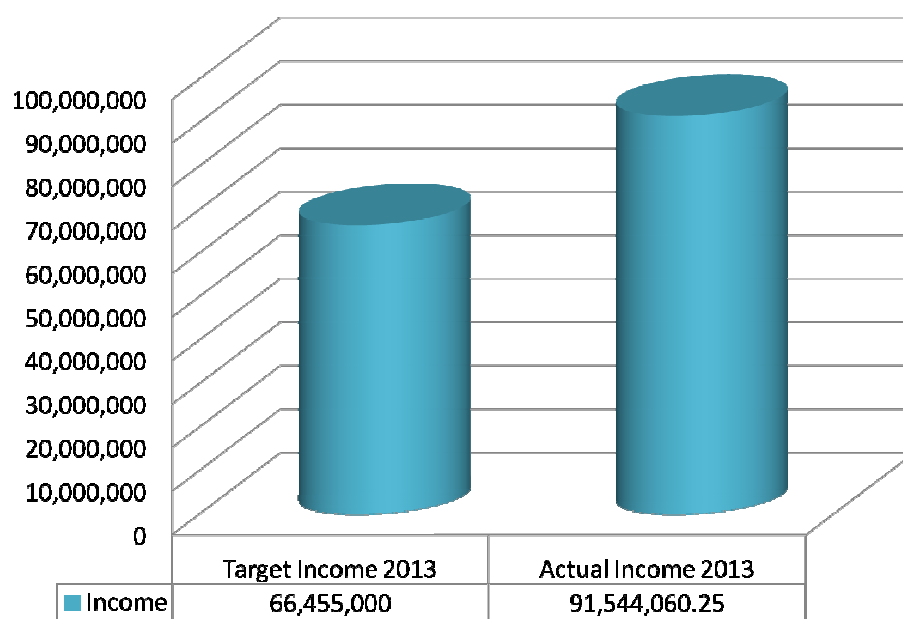
A5.



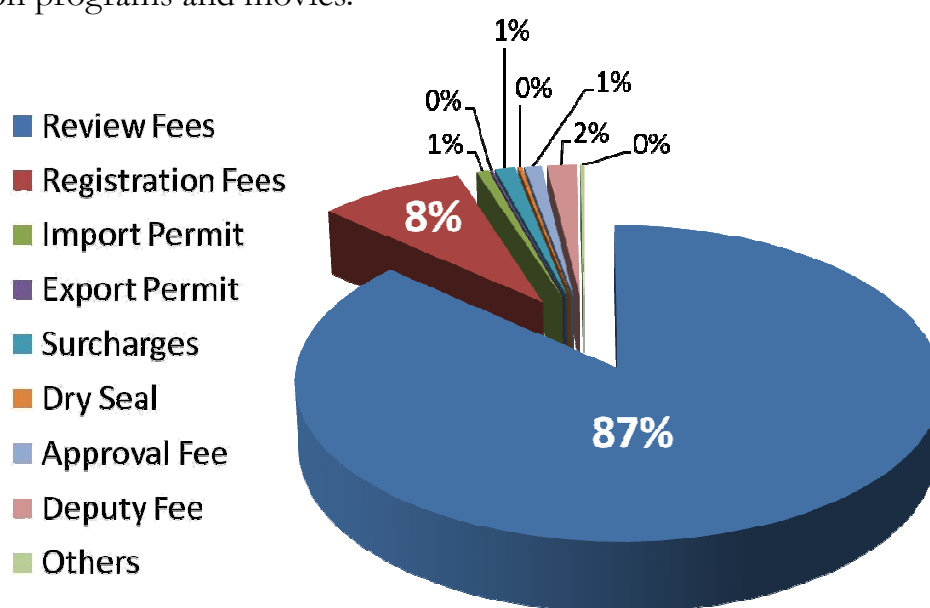
A4.

Accomplishment on the Output of Income Collection

The collection of MTRCB for the Fiscal Year 2013 reached Php 91,544,060.25. This collection has exceeded the Agency's target income by *almost thirty eight percent (38%)*.



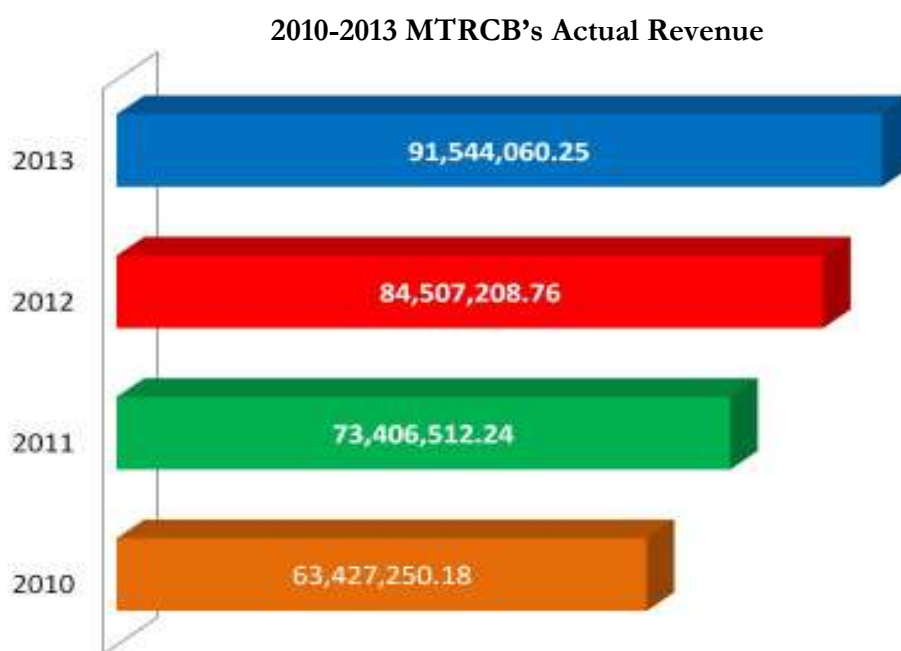
Compared to last year's collection of Php84,507,208.76, which ranked the MTRCB as one of the top government agencies in terms of collection, MTRCB's 2013 collection increased by almost 6 million. A huge portion of this collection comes from payment of review fees of television programs and movies.



Operating and Service Income for FY 2013

Accomplishment on the Output of Income Collection

It is also worth noting that during the period 2010 to 2012, the MTRCB revenue collection increases by Php 10 million each year as shown in the graph. And MTRCB is consistent in increasing its gross receipt every year.



Accomplishment Outputs from January to March 2014

On the Registration of Entities. From January up to 27 March 2014, MTRCB has 2,044 registered entities.

On the Number of Reviewed Movie, Television, and Other Publicity Materials, and Issued Import/Export Permits. At the start of 2014 up to March, MTRCB has reviewed a total of 26,946 materials, of which majority were television programs and plugs (26,298 materials).

On Income Collection. MTRCB's collection from January to 27 March 2014 has already reached Php 24,725,535.58.

Other Notable Accomplishments

Implementation of the Revised Schedule of Fees and Charges.

On 1 January 2014, MTRCB started with the implementation of its new schedule of fees and charges. This step is in line with the Administrative Order No. 31, Series of 2012, dated 01 October 2012, as well as relevant implementing rules and regulations under DOF-DBM-NEDA Joint Circular No. 1-2013 dated 30 January 2013.

With MTRCB's proper guidance and with its series of public consultations with industry stakeholders, the new system was approved and implemented.

Zero Disallowances. MTRCB had no audit disallowances in the Statement of Audit Suspensions, Disallowances and Charges for the period audited dated 31 December 2013.

Spurred by Chairman Villareal's passionate call for excellence, this development was wrought by team effort on the part of the Chief Administrative Officer, Chief Accountant and their respective staffs, as supervised by the Executive Director and the Oversight Committee for Administrative and Other Matters and the Planning and Budget Committee.

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Monitoring and Inspection

The day-to-day monitoring of television programs, films, and trailers are conducted by the Monitoring and Inspection Unit of the Agency. Part also are regular inspection on cinemas and the “new theatres,” like buses, ferries, and other venues that exhibit movies in and outside Metro Manila.

	No. of Items Monitored	REGION						
		NCR	Region II	Region III	Region IVA	Region IVB	Region V	Region VI
Theaters	2,204	1,937			264	2		1
Films	2,621	2,354			264	2		1
Buses, Ferrries, and other Exhibition Venues	60	43	2	2	10		3	
Television Programs	18,514	18,514						
In-house Monitoring by Board Members, Staff, and Deputies	16,601							

Summary of Monitoring Services for CY 2013

	No. of Items Monitored	REGION	
		NCR	Region IVA
Theaters	374	290	84
Films	378	340	38
Movie Trailers	39	31	8
Buses and Other Exhibition Venues	25	25	
Television Programs	3,349	3,349	
Television Plugs	944	944	
In-house Monitoring by Board Members and Staff	3,275		

Summary of Monitoring Services from January to March 2014

Enforcement and Adjudication



The Board is also a quasi-judicial agency which hears and adjudicates cases involving violation of Presidential Decree No. 86 and its implementing rules, regulations, guidelines, circulars and other issuances.



Complaints about the Ryzza Mae Show, Goin' Bulilit, and Wowowillie were resolved through Best Practices Conferences.

Thirty eight (38) cases were filed from January to December 2013. 32 cases were resolved through Best Practices¹. Six (6) cases were resolved through Adjudication proper.

The nature of the cases referred under the Board's adjudication process are varied, ranging from entities operating without Certificate of Registration from the Board, airing of indecent scenes and scenes found objectionable for being contrary to law and/or good customs on television, airing of a movie without the necessary permit to exhibit, non-posting of movie permit to exhibit, exhibition on board PUVs of films with classifications not falling within "G" and "PG".

CASES FILED (2013)	38
CASES RESOLVED (2013)	37²
AMOUNT COLLECTED	Php175,500.00

¹ Best Practices Conference is a less adversarial mode of resolving complaints; it normally involves a less grave incident of impropriety in media content.

² One unresolved case is the Vergara vs. TV 48, under which Vergara filed a Motion for Reconsideration and MTRCB is awaiting the TV 48 to file a comment.

SUMMARY OF CASES AND CONFERENCES FOR 2013	
A. Cases Resolved Through Best Practices	32
a. Airing of sexually suggestive, lewd, and offensive scenes	3
b. Airing without Permit to Exhibit	1
c. Utterance of offensive words	2
d. Public exhibition of a disapproved publicity material	1
e. Posting of incorrect classification rating of a film posted on a standee	1
f. Showing of unrated films and films beyond "G" and "PG" classification aboard buses and ship	4
g. Unpaid registration fees with surcharge	1
h. Public exhibition of a disapproved trailer	1
i. Unauthorized TV broadcast of a film with an R-18 classification	1
j. Superimposed the wrong pictogram advisory	4
k. Abusive Behavior of a Deputy	2
l. Airing of scenes prejudicial to child's development	2
m. Airing of violent scenes inappropriate for PG classification	1
n. Airing of TV Plug without permit	1
o. Failure to superimposed the classification rating(no pictogram)	3
p. Scenes of Nudity inappropriate for PG classification	1
q. Publication in a newspaper of promotional material bearing the incorrect movie classification	1
r. Offensive language and behavior of an anchor or host	1
s. Discriminatory and Derogatory Portrayal of Women	1
t. Non-posting of the Mandated Advisory in Publicity materials required under the Permit to Exhibit	1
u. Engaging in the Public Exhibition of Motion Pictures without Permit to Operate from the MTRCB	1
B. Cases Resolved Through Adjudication Proper	6
a. Forgery and use of falsified MTRCB deputy cards	1
b. Violation of Section 2(D), Chapter 4 of the IRR of PD No. 1986	1
c. Petition to prohibit TV host to appear in his television program	1
d. Gross Neglect of Duty, Grave Misconduct, Conduct Prejudicial to the Best Interest of the Service, and Absence Without Official Leave	1
e. Gross Neglect of Duty, Grave Misconduct, Conduct Prejudicial to the Best Interest of the Service and Insubordination	1
f. Abandonment of Duty	1
C. Respondents Who Have Paid Administrative Fine	
a. BCB Transport Bus	10,000.00
b. Baclaran Metrolink	20,000.00
c. Countryside Cable Television (registration fee and surcharge)	90,500.00
d. Montenegro Shipping Line	10,000.00
e. ABS-CBN Corporation	10,000.00
f. Dragonsgate Corporation	15,000.00
g. GMA Network Inc. (Pyra)	15,000.00
h. GMA Network Inc. (Unang Hirit)	5,000.00
TOTAL AMOUNT COLLECTED	Php175,500.00

Filing of Criminal Cases Versus the Proliferation and Use of MTRCB Deputy Card.

The MTRCB in its serious efforts to curb the proliferation and use of fake MTRCB Deputy Cards have issued Memorandum Circular No. 09-2013 which specifically enumerate measures to be undertaken by theaters to optimize the apprehension of persons in possession and those involve in the fabrication/creation of fake/falsified MTRCB deputy cards.



Chairman Toto showing the security features of real MTRCB deputy cards to Masambong Police Superintendent Pedro Sanchez.



The same affidavit was filed in Cainta Police Station, with Chief Registration Officer Atty. Ann Marie Nemenzo and Chief Legal Counsel Atty. Jonathan Presquito.

On July 22 and 24, 2013, recorded were two incidents on the production, presentation and/or use of falsified MTRCB deputy cards. We acknowledged the cooperation and vigilance of the respective theater managements of Sta. Lucia East Grand Mall in Cainta, Rizal and of Trinoma Cinema in Quezon City for immediately reporting the matter to the MTRCB. The persons apprehended are now facing criminal charges for Falsification of Public Documents, Usurpation of Authority for Official Functions, and/or Violations of Section 13 of P.D. 1986.

These cases are now pending trial in court.

The discharge of the monitoring functions of an MTRCB Deputy is an exercise of governmental mandate under

P.D. 1986. This is a privilege granted to selected individuals and carries with its responsibilities in the proper use of such deputy cards. The production and/or use of fake cards is not only an affront to the MTRCB, but is a form of “cheating” against movie and theater industries. It is also an abuse against our viewing public who are entitled to faithful compliance with the law. The MTRCB will continue to prosecute these violations and protect the integrity of the deputization system.

Upcoming Activities, Programs, and Projects



Proposed Parental Guidance (PG) Rating for Movie Trailers.

The Board is now considering allowing movie trailers with Parental Guidance (PG) rating which will only be allowed for screening of movies with a rating of PG or higher.

MTRCB will enter into various Memoranda of Understanding with different institutions to strengthen partnership and to come up with various activities for the development of a value-based media and entertainment culture.

Memorandum of Understanding with the Directors' Guild of the Philippines, Inc. (DGPI).

The partnership between MTRCB and DGPI aims to establish a framework of cooperation and dialogue and to come up with activities that will strengthen the film-making sector.

Memorandum of Cooperation with the Ateneo Human Rights Center (AHRC).

The Ateneo Human Rights Center, on the other hand, will help MTRCB in organizing and conducting rights-based Gender and Children-Sensitivity Training Workshops and Best Practices Conferences.

Revival of MTRCB Mobile Application.

As soon as the Board acquires a dedicated internet service, it will re-launch the MTRCB Mobile Application which was developed in partnership with the Polytechnic University of the Philippines (PUP). The App will contain more relevant information for the benefit of the users of the said mobile app.

“MTRCB Uncut” Television Program.

The MTRCB is slated to provide content for the revitalized PTV 4. This program aims to educate viewers on the dynamics of ratings, classification self-regulation, and audience-sensitivity, and regard for media-vulnerable sectors such as women, children, and PWDs.

The MTRCB Board



CHAIRPERSON

Eugenio H. Villareal

VICE CHAIRPERSON

Emmanuel Borlaza

EXECUTIVE DIRECTOR

Victoriano S. Muring, Jr.

BOARD MEMBERS

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Jaime Alan A. Bengzon

Patrocinia D. Binungcal

Manuel R. Buising

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Francia C. Conrado

Fr. Nicasio D. Cruz

Teresita R. Daza

Marta Ines A. Dayrit

Atty. Noel R. Del Prado

Jacqueline Suzanne M. Aquino-Gavino

Carmencita A. Guerrero

Mario A. Hernando

Marra PL. Lanot

Atty. Eric Henry Joseph F. Mallonga

Anna-Lissa S. Martinez

Ma. Carmen S. Musngi

Leah L. Navarro

Cecilia L. Nubla

Jay C. Revestir

Jose Emeterio G. Romero, IV

Atty. Ricardo M. Salomon, Jr.

Elizabeth Rose O. Siguion-Reyna

Rommel Milo M. Sogueco

Gladys R. Sommereux

Ma. Lourdes Lilia E. Supnet

Benedicto H. Tarnate, Sr.

Atty. Jose Antonio K. Veloso

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